

Hatchery Reform Outreach and Communication Plan

Purposes: To educate stakeholders, the public, the legislature, and Congress about how the system of hatchery uses in Puget Sound and along the coast is being redesigned and newly managed to help conserve and recover wild stocks and provide for sustainable fisheries; to provide an opportunity for stakeholder input; to secure funding.

Products:

- 1) PowerPoint presentation on Hatchery Reform Project for presentation at briefings, hearings, etc. that describes the project, demonstrates the co-managers' commitment to implement and asserts a scientific base;
- 2) One-page description of Hatchery Reform Project, for distribution;
- 3) Fact sheet: "Most Commonly Asked Questions About Hatcheries;"
- 4) Monthly meeting summaries for public distribution;
- 5) June 2000 Report to Congress on Hatchery Reform Project
- 6) Hatchery Reform web-site, including downloadable documents;

Phase I, February-June, 2000

Setting the Stage; framing the story

- WDFW/NWIFC/USFWS/LLTK briefing of state legislators on hatchery reform (2/7/00)
- Lines of communication established between WDFW, NWIFC, HSRG and HRCC for crafting and managing communications strategies for Hatchery Reform (3/00)
- Initial briefings for WDFW staff (including hatchery staff) on Hatchery Reform Project (3/17/00, 3/31/00)
- NWIFC's preferred means of internal and intertribal communication identified (Brown bag briefing for tribal policy leaders; presentation to commission; presentation to hatchery managers meetings; work with John Barr)
- Gorton Science Advisory Team Update and FY 2001 request to Congress (3/8/00)
- WDFW's Spring Newsletter, a message from Director Koenings announcing the department's commitment to the Hatchery Reform Project (3/00)

April

- WDFW/NWIFC joint letter of support for FY2001 Federal Appropriations Request (4/7/00)
- KCTS-TV (PBS) "KCTS Connects" Billy Frank, Jr., Jeff Koenings, Barbara Cairns, Elizabeth Babcock in panel discussion on wild salmon recovery one year after ESA listings, including discussion on Hatchery Reform (4/13/00)
- U.S. Senate Interior Subcommittee Field Hearing on wild salmon recovery; panel on Hatchery Reform; Redmond, Washington (4/20/00)

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- Hatchery Reform one-pager for general distribution; handed out US Senate Hearing, Earth Day event, and Willapa event (4/20/00)
- U.S. Senator Slade Gorton's attendance at Earth Day celebration at LLTK's Lilliwaup Hatchery and Hamma Hamma River projects, Hood Canal; briefing on Hatchery Reform (4/24/00)
- *Being Frank*, Billy Frank, Jr.'s column on Hatchery Reform distributed by NWIFC (4/27/00)
- "Hatcheries will follow Species Act," Bob Mottram's article and interview with Jeff Koenings on Hatchery Reform Project which appeared in *The News Tribune* (Tacoma) (4/29/00)

May

- Courtesy calls to stakeholders (Environmental, Sport and Commercial Fish Advisory Groups; Local and watershed-based sport clubs)
- Courtesy calls to state and federal and local governments otherwise involved in salmon recovery (Tri-County; Governor's Salmon Office; NMFS, etc.)
- Courtesy calls to press (work with WDFW and NWIFC)
- May 2 NWIFC meeting presentation
- Hatchery Reform on the Web; LLTK adds Hatchery Reform page to its web site (url: www.longlivethekings.org/hatcheryreform) (5/25/00)

June

- LLTK and HSRG Report to Congress on Hatchery Reform at six months (6/29/00)
- Field briefing at Willapa Forks Creek Hatchery on hatchery reform and NATURES project (6/1/00)

Phase II July—August, 2000

Filling in the Picture

- Legislative briefings with U.S. Senator Gorton, U.S. Representative Dicks, staff (6/7/00, 6/12/00)
- Briefings on HSRG and co-Manager frameworks (specifically, how hatchery reform fits into basin-wide and coastal recovery strategies; also how it will be implemented) as follow-up to courtesy calls with stakeholders, press, and ancillary salmon leaders (Tri-County, etc.), legislators, Congress, WDFW, NWIFC staff, and tribes (6/25/00)

Phase III October—December, 2000

Securing Funding

October

- Report to Congress on budget refinements (how FY2000 is being spent; plans for FY2001) in October as promised in written Appropriations request
- Presentation to Puget Sound Salmon Leadership Forum (Port Ludlow II)

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- Brief OFM/Governor's Office prior to Governor's budget preparation
- Issaquah Salmon Days; briefing on progress at hatchery; booth display

November

- Public briefings at affected hatcheries

December

- Brief state legislators
- HSRG organize panel on Hatchery Reform and make presentation at North West Fish Culture Conference in Sacramento, CA (12/5/00, 12/6/00, 12/7/00)